CANADIAN Film Weekly
VOICE of the CANADIAN MOTION PICTURE INDUSTRY

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SEATING DOWN 36,832 IN 12 MONTHS

Boards Of Trade Pick Presidents

Three of Canada's six Film Boards of Trade chose new presidents in recent elections, while two returned the same head and one has still to hold its election meeting. The Film Boards of Trade are made up of the managers of each branch of the Canadian film ex-

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Choices Win Out In Acad Awards

Hollywood's 29th annual Academy Awards produced no major surprises, with the top Oscars going just about as expected. The Todd-AO film, Around the World in 80 Days, Yul Brynner and Ingrid Bergman, considered the outstanding pre-voting choices, won out for

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CMPDA REPORTS 1,655 AUD CINEMAS, 230 OZONERS

There are 1,656 35 mm. standard motion picture theatres and 230 drive-ins, a total of 1,886, operating in Canada, states C. J. Appel, executive director of the Canadian Motion Picture Distributors Association, Toronto, who has compiled them for the private Directory of the member companies, soon to be issued again. The Directory will also list 267 theatres indicated as closed.

The seating capacity of Canadian theatres was reduced in the past year by 36,832, dropping the total in operating houses to 886,865.

It should be noted that many theatres in Canada have passed out of existence permanently. In Ontario alone 19 houses were demolished or converted to other purposes in the past year. Six theatres in Canada were destroyed by

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Grant McLean Now NFB Production Director

Grant McLean has been officially confirmed as Director of Production for the National Film Board, succeeding Donald Mulholland, recently promoted to a newly-created post, Director of Planning and Operations.

The 36-year old Maclean, who was born and grew up in Saskatchewan, has been on the NFB staff for 15 years. He has been Director of Photography and has worked as a writer, director and producer. Last year he was the producer of the Perspective TV series. He directed many Canadian information films during the war and his work has taken him throughout Canada, including the Arctic, and five European countries. He was on loan to the UN in China and Korea and 16 of his films have won national and international awards. Among these are Farewell Oak Street and High Tide.

20th-Fox To Sell Own 16 Mm. Pix

Effective November 1 Twentieth Century-Fox will resume the sale of its 16 mm. versions, which have for the past decade been marketed in Canada through General Films, it was announced by Peter Myers, Canadian general manager. Cecil Black, in charge of circuit sales,

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New BC Theatre

Ralph Pomeroy, Clem Brooks and Bradin Herron, who operate the 396-seat Fort, the only theatre in Fort St. John, BC, have purchased a site in the community and plan to erect a new 600-seat house to replace the Fort.

'THE WORLD IN ACTION' FOR TV

The National Film Board's new TV series, The World in Action, will get under way on April 25 at 10.30 p.m. on the CBC network. The first 13 subjects take an up-to-the-minute look at the Commonwealth of Nations, with Edgar W. MacInnis, president of the Canadian Institute of International Affairs, as narrator.

Research by Ron Dick, veteran NFB writer-director, who was assigned by N. J. Balla to make a 20-minute film on the subject, started three years ago and developed into the present project.

Next in The World in Action will be The Nature of Work group, which Morten Parker is producing.

BALABAN UNVEILS PAY-SEE TV

Paramount will sell its product for the best financial return, Barney Balaban, president, suggested at a Hollywood press unveiling of International Telemeter's coin-box method of wired pay-see TV for home viewing. The franchise will go to the best payer in the particular area, since "we must increase our revenue from whatever source." The system, to cost $40,000, will be able to feed three channels at the same time when available to franchise holders six months from now.

Pay-as-you-see TV "will accelerate some theatre closings," Balaban said, but it will also provide producers with more money to make pictures for theatres.

In Canada the Telemeter franchise has been assigned to Famous Players Canadian Corporation for 25 years and will be exercised through Transcanada Telemeter, of which Eugene Fitzgibbons is president.

Short Throws

HIGHLIGHT of World Film Week, to be held June 3-9 in conjunction with the Festival of Cork, will be the presentation by Otto Preminger of his recently-completed film, St. Joan, which he will screen and discuss. The UA film stars Richard Widmark, Richard Todd, Anton Walbrook, John Gielgud and Jean Seberg in the title role.

RECIPIENT of the first Oscar Cahen Memorial Award will be Norman McLaren of the NFB, it was announced in Toronto by the Art Directors' Club. The award, which will commemorate Cahen, artist and illustrator killed in a car accident last December, will go to McLaren for producing a number of films which won international honors.

TESTIMONIAL dinner was tendered to Isadore Shapero, Allied Artists' Toronto branch manager, at the Town and Country in Toronto recently on his resigning from the company to move to Los Angeles. Over 70 guests saw Douglas V. Rosen, AA general manager who acted as emcee, make the presentation in behalf of those attending and heard a number of speeches by Shapero's associates and friends from all segments of the film industry. Particular tribute was paid the guest of honor by Rosen, Jack Bernstein, AA general sales manager, and Raoul Auerbach, v-p of Twinex Century Theatres.

TOTAL items submitted for the approval of the MPAA Advertising Code Administration during 1956

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Warners' 'Darby's Rangers'

Charlton Heston and Etchika Choureau will star in Warner's Darby's Rangers.

Columbia's 'The Mad Ball'

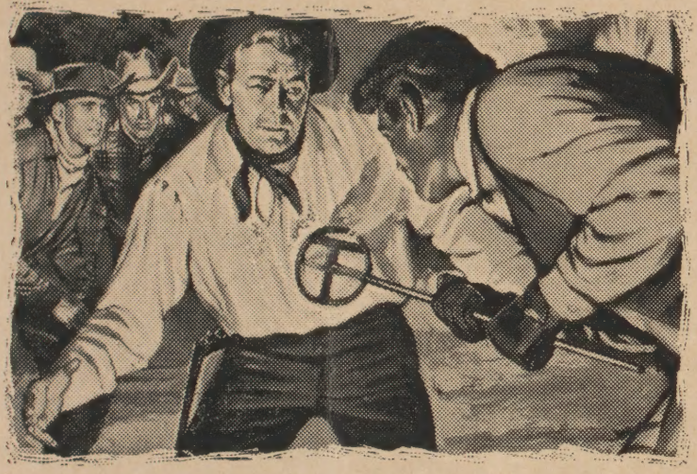
Kathryn Grant will star opposite Jack Lemmon in Columbia's The Mad Ball.

RON JOHNSON NOW TORONTO GLOBE & MAIL FILM CRITIC

Film critic of Toronto's only morning paper, The Globe and Mail, is Ron Johnson, who fills a post vacant for the past few months. The last critic was Alex Barris, who came off the chore a few weeks before he left to join The Telegram, where he turns out a daily column which appears in the amusement section. Johnson, with the Globe and Mail since October, came to Toronto from Winnipeg, where he worked on The Tribune. He was on rewrite when given the film stint.

EVERY MOMENT IS A BIG MOMENT IN THE BIG LAND!

This was the homecoming party for Chad Morgan! These were his friends, ready to burn the brand "T" for traitor on him!



ALAN LADD as CHAD, with a conscience

VIRGINIA MAYO as HELEN, with a past

EDMOND O'BRIEN as JOE, with a bottle

The land was big... but so was the memory Chad Morgan nursed in his blood...

THE BIG LAND

with JOHN QUALEN • SCREEN PLAY BY DAVID DORTORT AND MARTIN RACKIN A JAGUAR PRODUCTION • DIRECTED BY GORDON DOUGLAS

IN WARNERCOLOR

From WARNER BROS. of Course!

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BOARDS OF TRADE

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changes that hold membership in the Canadian Motion Picture Distributors Association. There is a Board in each of Canada's six distribution territories, which are named after the cities where the company offices are located.

The Montreal Board, like the CMPDA, will hold elections next month. Officers of the five boards for the coming year, according to Clare Appel, executive director of the CMPDA and general secretary of all the boards, are:

In Saint John E. Golding of MGM succeeded I. J. Davis of UA as president; Gordon Lightstone, Jr. of 20th-Fox replaced Ken Snelgrove of RKO as v-p; and L. J. Simon of Columbia remained in the position of secretary.

In Toronto I. Coval of Warners, president, George Heiber of UA, v-p, and Clare Appel, secretary, were all returned.

Stewart McQuay of JARO took over from Sam Pearlman of Columbia as president in Winnipeg; Max Shnier of IFD from Barry Myers of RKO as v-p; and Len Norrie of Empire-Universal continued on as secretary.

Robert Radis of UA succeeded Robert Cringan of 20th-Fox as Calgary president; Walter Du Perrier of IFD followed Harry Paynter of RKO as v-p; and Les Weinstein of Columbia took over from Cy Brown of Empire-Universal as secretary.

Nat J. Levant was returned as Vancouver president; Dawson Exley of 20th-Fox succeeded H. W. Smith as v-p; and C. Backus of Empire - Universal succeeded Lou Segal of IFD as secretary.

BC, Ontario Drive-ins Acquired By Odeon

The 1,000-car Paramount Autovue Drive-in in Burnaby, BC and the 450-car Kingston Drive-in in Kingston, Ontario have been taken over by The Odeon Theatres (Canada) Limited, effective with the beginning of the 1957 season.

Regional Theatres, an Odeon subsidiary, will continue to operate the Ontario drive-ins at Copper Cliff, Cornwall, Pembroke, St. Thomas and Sudbury.

Canada Seating Down

(Continued from Page 1)

fire, with two occurring in the Vancouver exchange territory, one in the Winnipeg, two in the Montreal and one in the Saint John.

There was very little change in the drive-in situation. Eight were demolished or closed in the 12-month period — four of these being in the Vancouver area, two in Calgary and two in Toronto. However, in the same period six new drive-ins opened and one reopened, for a net loss of one from the 231 of the previous Directory. According to exchange territories there were two new drive-ins each in Winnipeg and Toronto and one each in Calgary and Vancouver. One reopened in Vancouver.

Appel points out that practically all of the 267 theatres which will be indicated as closed in the new Directory are ones that shuttered during the last three years only. Many of those that had gone dark previous to that time and which had been continuously listed as closed were dropped from the 1955 Directory.

The following summary shows that 131 theatres closed in Canada from the time the CMPDA published its last Directory, April 1, 1956, up to the present date. It will be noted that the pattern of television saturation has continued into the Maritimes, where 22 theatres closed during the past year and in which territory only one theatre was listed as closed in the 1956 Directory. Some encouragement may be derived from the fact that 20 theatres reopened in the past year, although nine of these theatres were located in British Columbia where labor trouble had been encountered. Nineteen new theatres came into operation.

CANADIAN SUMMARY OF THEATRE CHANGES FROM APRIL 1st, 1956 TO MARCH 20th, 1957

	Theatres Closed 1956-1957	Re-opened 1956-1957	New 1957	Total Closed Permanently
Vancouver	5	9	3	16
Calgary	9	—	7	14
Winnipeg	40	1	2	71
Toronto	32	4	—	68
Montreal	23	6	7	75
Saint John	22	—	—	23
Total	131	20	19	267

'Ritchie' Richardson Now With GTS Sales

Arthur A. Richardson, who has resigned as Toronto branch manager of Perkins Electric, is now on the sales staff of General Theatre Supply Company, it was announced in Toronto by George Cuthbert, president. He's currently in head office but will be transferred to Western Canada.

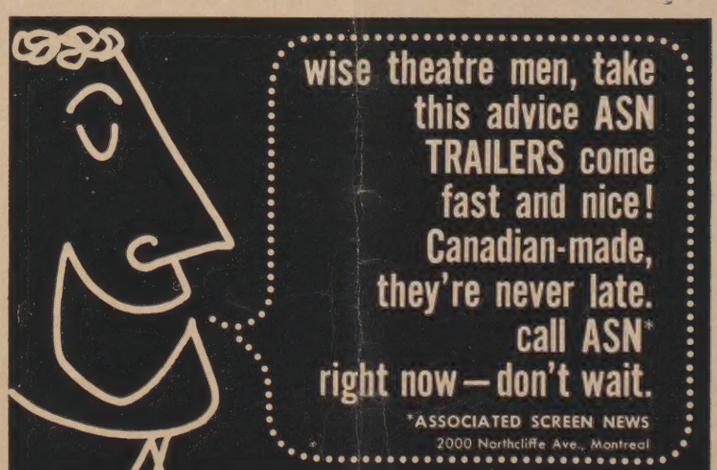
"Ritchie" joined Perkins in 1952 when he arrived from Britain, where his career began with the original Gaumont company. He left it in 1925 for Kalee Limited after serving first as a salesman and later as a cameraman. Richardson became export manager after Gaumont and Kalee amalgamated.

Chandler Chatwin Aide In Montreal

Assistant chief of the International Division in the Distribution branch at the National Film Board headquarters in Montreal is now H. B. Chandler of Charlottetown, it was announced by Dr. A. W. Trueman, NFB chairman. Director of Distribution is L. W. Chatwin.

Chandler, the NFB's regional agent in Prince Edward Island since 1946, was also director of visual and adult education in the provincial Department of Education. In 1956 he went full-time with the Board.

A native of Charlettetown, he is a graduate of Dalhousie and Edinburgh universities.


wise theatre men, take this advice ASN TRAILERS come fast and nice! Canadian-made, they're never late. call ASN* right now—don't wait.
*ASSOCIATED SCREEN NEWS
2000 Northcliffe Ave., Montreal

OUR BUSINESS by N.A. Taylor

N. A. Taylor is holidaying and will be back in this space shortly. This week his guest is Charles S. Chaplin, general manager for the Canadian Division of United Artists and president of the Canadian Motion Picture Distributors Association.

We're Growing Up

IN weathering the worst period in motion picture history—as all signs indicate we have—it is obvious that we are now growing up. After growing pains for 50-odd years marked by intra-industry dissension (fights, lawsuits, etc.) and practically every type of adverse publicity, climaxed by the disastrous effect of TV, we have certainly come through a most trying period.

We have had a great many casualties: closed theatres, amalgamation of distributors and production failures. Now, in the spring of 1957, all signs indicate that we are "over the hump" and the worst is truly over. Talk to the public: mysteriously it can, as we say, "smell a bad picture" before its release. During the past four or five years people have been, as it were, smelling out the decease of theatres even before the exhibitors found the necessity of giving serious thought to closing! Now the public (call it intuition or a consensus) is overwhelmingly talking up motion pictures! We sure are growing up! We suffered doing so but we proved our durability beyond question and now we can look forward to truly maturing.

Movies really are better than ever. That is proven by the fact that there are a greater number of good ones now in release and more coming. Exhibition and distribution are getting together on mutual projects and endeavors for the purpose of stimulating our business. The squabbles, suits and scandals that we were plagued with are getting to be bad memories of a time when we were growing up.

The formula for success in the future must now be based on distribution and exhibition living together in partnership for mutual salvation. Distribution must secure from exhibition maximum film rentals; otherwise, with present day production and distribution costs, there won't be any pictures or distributors, except for TV.

Distributors must forget the past, when in many instances exhibitors reaped huge profits

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FOX SELLS 16 MM.

(Continued from Page 1)

will act as supervisor of 16 mm. distribution and sales will be handled by the present personnel, as is the case with several of the distributors in the small-gauge field.

The company, as originators of CinemaScope, feels that films made in that process are important in raising the standards of 16 mm. exhibition and it has decided not to squeeze them "flat." Many 16 mm. exhibitors have acquired the necessary lenses. However, the company will also have the entire Fox backlog available, most in the old ratio, even though pre-1948 films are being sold for TV by NTA.

The shift leaves General Films with the product of one major company, that of Paramount.

The decline of 16 mm. commercial exhibition because of TV has not had nearly the adverse effect on 16 mm. rentals one might think. By striving for new accounts of every kind the income has been maintained. "Every place that's got a chimney" is a potential account, as one salesman put it.

What has helped keep the flow of revenue stable has been Canada's material expansion, with its many construction projects in places not reached by TV, as well as lumber and mining camps, etc. Convents, seminaries, hospitals, jails — they're all accounts for the salesman alive and enterprising. Film salesmen with the small product have become doorknockers, bellringers and so on and they have many interesting tales to tell. The salesman of earlier industry days thought he had adventures the flicker hawker of this decade couldn't match. The present-day salesman can not only match him—but leave him behind.

WB's 'Missouri Traveler'

C. V. Whitney Pictures has signed a deal with Warner Bros. for the latter company to distribute its forthcoming film, The Missouri Traveler.

Wpg. Projectionists Win Curling League

Ernie Kellett's projectionist rink won the playoffs in the Winnipeg Theatre Curling League and received the Famous Players' trophy and prizes. Lou Miles' Western Theatres' Rink, winner of the consolation series, got the Sammy Krupp Memorial Trophy and prizes donated by Charlie Krupp. The runner-up rinks got prizes donated by Western Theatres, General Theatre Supply, Theatre Confections and the curling rink.

At the luncheon which followed the prizes and trophies were presented and the new officers elected. Charlie Krupp is honorary president, Lionel Gibb president and Don MacKenzie vice-president.

News Notes

UA PLANS STOCK OFFERING

A public offering of 350,000 shares of common stock and convertible subordinated debentures due 1969 is proposed by United Artists Corporation, last of the privately-held major motion picture companies in the USA, it was announced in New York by Robert S. Benjamin and Arthur B. Krim, chairman and president respectively. Of the 350,000 common shares, 250,000 will be offered on account of the corporation and 100,000 for the management group, which will still own a majority of the stock after the sale.

Proceeds of the sale will be used to retire certain outstanding debts and to increase working capital to finance expanding independent film production, it is stated by the company. Marketing of the securities, the first public distribution of its stock by UA, will take place after the middle of April and will be handled by a group headed by F. Eberstadt & Company.

NEW CBC NEWS APPOINTMENTS

Strengthening of its News Service after four years of steady expansion is the object of three supervisory appointments by the Canadian Broadcasting Corporation. All three will be stationed at the Toronto headquarters of W. H. Hogg, chief news editor.

C. G. Gunning, formerly assistant to Hogg, becomes general news editor; D. J. Macdonald, previously manager of national TV news, is promoted to general supervisor of TV news; and Laurence Duffy, editor-in-charge for BC in Vancouver, replaces Macdonald.

The CBC now operates 11 news rooms, producing 90 radio and 12 TV newscasts daily from St. John's, Halifax, Montreal (English and French), Toronto, Winnipeg and Vancouver.

PAPER SAYS GOV'T TAX FOOLISH

The Manitoba government "is literally biting off its nose to spite its face" in its failure to do something about the amusement tax, stated The Winnipeg Tribune editorially earlier this month:

"The position in regard to amusement tax on motion picture theatre admissions is not quite the same. Manitoba exhibitors have asked the government to reduce its tax on theatre admissions which reach as high as ten per cent of the admission price. The movie people pointed to the competitive factor of television. It is no secret that television has cut into theatre revenue and this has been particularly disastrous to some neighborhood houses which have closed their doors. The government should reduce the amusement tax. The exhibitors could then keep admission prices where they are if that would give them sufficient extra revenue to stay in business. Every neighborhood house that darkens its doors means that much less revenue to the government via the amusement tax. Surely it is shortsighted to let such a condition continue."

ANNOUNCEMENT

General Theatre Supply Company Limited is pleased to announce the Appointment of Mr. Arthur A. Richardson, popularly called 'Ritchie', to the sales engineering staff of the Company. With wide experience in the Theatre and Electronic Equipment Business, Mr. Richardson has held important positions with both British and Canadian companies.

ACADEMY AWARDS

(Continued from Page 1)

best film, actor and actress. Brynner's award was for The King and I and Miss Bergman's for Anastasia, both of which were 20th-Fox productions.

Interest in the awards reached a new high in Canada due to the Academy Award Sweepstakes, the country-wide competition which will reward moviegoers with four Oldsmobiles and a host of other prizes for naming the Oscar winners in 12 categories. Hundreds of thousands of ballots are being checked now.

Best supporting actress was Dorothy Malone for her stint in Written on the Wind and best supporting actor was Anthony Quinn for Lust for Life. Best director was George Stevens for Giant.

Other awards included:

Documentary feature — Jacques-Yves Cousteau's The Silent World.

Documentary short—Louis Clyde Stoumen's The True Story of the Civil War.

Foreign film—The Italian-made La Strada.

Costume design — In black and white, Jean Louis for The Solid Gold Cadillac; in color, Irene Sharaff for The King and I.

Special effects—John Fulton for The Ten Commandments.

Original screenplay—The French-made The Red Balloon.

Two-reel short — The Bespoke Overcoat.

One-reel short — Crashing the Water Barrier.

Cartoon short—Mr. Magoo's Puddle Jumper.

Cinematography — In black and white, Joseph Ruttenberg for Somebody Up There Likes Me; in color, Lionel Lindon for Around the World in 80 Days.

Irving Thalberg Memorial Award —Buddy Adler of 20th-Fox for consistently fine production.

Special awards — Eddie Cantor for devoting most of his life to the entertainment of mass audiences and Y. Frank Freeman, Paramount production head.

Paramount's 'Teacher's Pet'

Mamie Van Doren has been signed to star with Clark Gable and Doris Day in Paramount's Teacher's Pet.

Forest's Unit F

Producer in charge of the National Film Board's Unit F, which handles French-language activity, is Leonard Forest, it was announced by Pierre Juneau, executive director. Roger Blais, who held the post, is being reassigned.

NFB Ups Jones

Peter Jones, formerly producer of the NFB's Eyewitness series, is now acting executive producer of Unit D, of which the producers are Larry Gosnell, Tom Farley, Wallie Hewitson and Frank Spiller. Unit D is responsible for films sponsored by government departments.

Observanda & Personalia

Typodermic Injections

GRAPEVINTAGE has it that the *Globe and Mail* Sunday paper will get going in June if *The Telegram* case stands up in court . . . *Will All-Canada* get the MGM TV block for this country? . . . *Hamilton showfolk* owe a lot to Ed Hocura and *The Spectator* for their support of the Variety Village benefit show. Some local showbiz ad-pub types are kicking themselves for not realizing earlier that Ed columns in a 100,000-circ paper serving an area less than an hour from Toronto by automobile . . . *Someone*, to settle a bet, asked us if Shirley Harmer and Juliette were sisters. Next the story will get around that Alex Barris and Jackie Rae are brothers . . . *Sylvia Regan*, whose *The Fifth Season* will soon be a movie, is writing the book for a musical play about Daniel Mendoza (1763-1836), bareknuckle champ of England, who was known in the literature of Fistiana as "The Star of the East" . . . *You can* add "Celluloid" to the long-time limn of the Salvation Army: "Soap, Soup and Salvation." The SA has a big film program and a local studio, where Les Thatcher has been working closely with its reps . . . *Wise guy* lamped a lushed pair and cracked "Rumeo and Juliep" . . . *Observation*: Life for drama critics is just one ham thing after another.

LARRY MANN, doing the warmup for *The Chrysler Festival*: "Good evening, ladies and gentlemen, welcome to Foto-Nite". . . *Russ McKibbin*, on whose Imperial screen I shared a Fox newsreel shot with Bob Mitchum, said all the customers asked: "Who's that guy with Bossin?" Gee, I'll bet he was kidding . . . *The Louis B. Mayer* chapters of Bosley Crowther's MGM history began in the March 30 *Maclean's*. Get with it. The first one is so good you could miss a meal . . . *Pardon my* I Poisoning, but last week's *Variety* devoted more than six inches to Bob McStay's review of my *Stars of David*. It took the word of that discerning gentleman, fascinating mugg, prize publicist, etc. that "Bossin has researched and written an enthralling story" . . . *The annual Gallery Follies*, where people meet such interesting newspapermen, is an occasion when the Queen's Park Press Gang give the legislators a good bad time. The Gallery Goons, as they billed themselves, spared nothing in sparing no one. The evening is interesting if only for the people you have a drink or break bread with. At our table: *Star* City Ed Borden Spears, Public Works Minister Griesinger, King Eddy Hotel Music Director Don Gordon, Municipal Affairs Minister Warrender, Commie ex-MPP Joe Salsberg and CNE Producer-in-Chief Jack Arthur.

MAVOR MOORE, in *Canadian Commentary*, says that the Canadian critic of literature, television, music, painting, theatre, etc. "is generally esteemed abroad as a nonentity and at home as an impediment." Our critics don't express opinions but contrive views — "in many cases" — which they hope will be in line with public reaction. Moore, who thus suggests that they're not forthright, doesn't name any names . . . *Lorne Greene really* has it made. Here's an actor who gets paid for talking about himself! He writes a column for *The Weekend Telegram* called *Notes From An Actor's Diary* . . . *Good reading* in the current *Liberty* are Robert Walker's article about the cockeyed capers of Montreal newspapermen and Editor Frank Rasky's verbal rassle with Immigration Minister Pickersgill . . . *Perry Como* due here in mid-April, I hear. For the radio-TV corps annual Easter Seal show, perhaps? . . . *Andy McPherson*, he of the scribblers' itch and the itchy foot, is now columning on *The Calgary Herald*. Does *Passing Parade . . . You ain't livin'* if you ain't heard the truly phenomenal Dukes of Dixieland on the Audio label—Volume I and/or II. I hope to catch up with these youthful makers of wonderfully happy sounds in New Orleans, their home base. Listen to them if you can use some kicks you couldn't match with any kind of artificial stimulation.

ALTHOUGH Phil Reisman, who died recently in New Rochelle, spent less than three years in Toronto—1923-5—the affection he commanded still endures in the hearts of such lads as Jack Arthur, Tom Daley and Harold Pfaff. Arthur, in particular, has a reason to remember him. In 1925, at the behest of J. P. Bickell and N. L. Nathanson, then president and managing director respectively of the recently-founded Famous Players Canadian Corporation, he staged the most colossal and lavish dinner ever held in Toronto.

Reisman, here as sales chief for Paramount, FPCC's parent company, was promoted to become aide to Sydney Kent in NY. A farewell banquet in honor of Phil was arranged for the top floor of the King Edward Hotel.

Arthur made a Period party of it, beginning with the 1400's and moving to the 1920's. The banquet hall became a baronial castle, to be entered over a drawbridge. The waiters' costumes, changed several times during the evening, came from New York. There was a floorshow between each course, the last, coffee, featuring a Charleston chorus. The meat course coincided with the Henry VII period so roast pigs, boars' heads and slabs of ham were served. The orchestras from the theatres gathered behind a scrim in the balcony and provided the music. The cost was about $75 per plate — tremendous money in those days.

Bickell was the toastmaster and Kent and Adolph Zukor, the Famous-Lasky president, were among the guests. Anyone who was there has never forgotten it. It became an almost legendary occasion, one which has caused old-timers to become tongue-tied in efforts to describe it to me.

It gave Zukor and Kent a new picture of the imagination and enterprise of their Canadian associates and Phil Reisman a recollection he cherished all his days.

TOMMY VAN DUSEN, senior NFB information officer, has resigned, preferring Ottawa to Montreal. So has Doug Tunstell, NFB film editor, who'll spend the next six months knocking around Europe. Tom Johnston, NFB information chief, can use two or three people in his department, so write to him at the National Film Board, PO Box 6100, Montreal 3 . . . *Harold Jackson*, some years ago a Twentieth Century Theatres manager in Toronto, died in Britain several months ago . . . *At the* intermission of *Oklahoma!*, which breaks on a dream sequence, an old lady, on her way out of the Capitol, Sarnia, complained to the doorman that those offbeat endings were bunk. The doorman restored her faith in Hollywood with the info that there was an hour of feature left . . . *Jim Hill* of *Mayfair* won the Art Directors' Prize at the annual Art Gallery exhibition for his full-page illustration of my June, 1956 article, *Never to Return*. He had a more important victory in the same show—his *Mayfair* cover earlier this year won him a first in that category — for the second time. That boy has it.

MARITIME film and theatre people have laughingly decided that they have been given the solution to all their troubles. They're getting a kick out of a despatch which appeared in a number of newspapers. How could they, with so many years of experience in the business, be too stupid to think of the answer to their troubles, when a village council came up with it just like that? Here's the despatch:

"*Annapolis Royal*—This town feels Hollywood stars are hurting local entertainment—and something is going to be done about it.

"At a recent meeting of the Board of Trade it was revealed that the local theatre may have to close because of a drop in attendance.

"The board recommends that 'the highly paid actors and actresses should take substantial cuts in salaries, thereby reducing the cost of films.'

"A resolution to this effect is being prepared to forward to the Annapolis Valley Affiliated Boards of Trade."

News Clips

Daylight Saving Time will run from April 28 to October 27 in Toronto . . . End of Paramount's Canadian Newsreel has boosted bookings of the remaining ones. Twentieth-Fox is now using ten additional prints . . . G. K. Fraser, MP from Peterborough, said that a recent NFB subject in the Perspective series for CBC TV "gave the impression of trying to break down all respect for law enforcement." He asked the Hon. J. J. McCann, CBC spokesman, whether letters of protest had been received.

Charles Goldsmith has been named chief officer for MGM in Britain following the retirement of Samuel Eckman, Jr., OBE . . . Motion Picture Centre, Toronto, which Jerry Kedey heads, turned out five three-minute safety promos for the CBC and edited, recorded and printed a 20-minute, 16 mm. color film, As a Mustard Seed Grows, which is sponsored by the Anglican Church of Canada. It was shot by a Japanese firm in that country . . . Camera Thirty-five Productions Limited has been incorporated in Ontario for graphics, TV films, etc.

Premier St. Laurent has issued a proclamation "giving official recognition to the industry celebration" of Spyros P. Skouras' 15th anniversary, along with the governors of 48 USA states, while acknowledgments have been received from Sir Winston Churchill and the Prime Ministers of Australia and New Zealand. So states a 20th-Fox news release from New York. Canadian and USA exhibitors have already provided 17,000 bookings for the six-week testimonial which will end May 4, says Alex Harrison, general sales manager.

Drive-in speakers that will ring bells and flash lights when anyone tries to make off with them are claimed by two Texas men, who just patented their invention in the USA . . . Subscription TV was attacked by David Sarnoff, NBC president, as "pay-or-you-don't-see-TV" at a Rotarian luncheon in Hollywood . . . G. L. Gardiner has been made sales manager for the battery and lighting carbon products of the National Carbon Company, J. S. Dewar, president, announced in Toronto . . . SMPTE is setting up an engineering committee on Closed-Circuit Television.

UA's 'Ride Out For Revenge'

Rory Calhoun, Gloria Grahame, Lloyd Bridges and Joanne Gilbert will star in Bryna Productions' Ride Out for Revenge, which UA will release.

Short Throws

(Continued from Page 1)

amounted to 172,789, compared with 159,930 in 1955, and was the highest except for 1937 in the 23-year history of the Code. Advertising stills made up the bulk of the total, which included posters, lobby displays, trade, magazine and newspaper ads and miscellaneous accessories. Material rejected declined to 1.62 per cent from 2.55 and the greater part was revised and finally approved.

PROGRAM of Canadian films, to which the guests were invited by The Consul General of Canada and Mrs. Palmer, was exhibited on a recent Sunday in The Chicago Historical Society. Government Film Commissioner A. W. Trueman, who was present, was interviewed on WTTW-TV. A reception followed the film program.

OFFICERS listed in this department last week as being those of the Toronto Motion Picture Projectionists, Local 173, IATSE were not from that organization. They were actually the officers of the International Projection Society, Toronto Chapter, who were all re-elected for the 1957 term.

HAMILTON Film Workshop, held in McMaster University on Friday and Saturday recently, heard Guy Beaugrand-Champagne of the University of Montreal, Polly McKay-Smith of Ottawa and Cecile Starr of New York speak and join in panels discussing training for films in parent education, discussion programs and in community life. It was a joint project of seven organizations and the committee for it was headed by A. F. Knowles of the National Film Board.

TV-RADIO coverage of the National Hockey League playoffs will be provided by the CBC, which will also offer the Stanley Cup finals providing facilities and network connections are available.

FIFTIETH anniversary of Svensk Filmindustri, the pioneer film production company of Sweden and its top film maker, is being celebrated. It releases its new feature, The Seventh Veil, on the jubilee date. During the week it showed its past films, among them The Story of Gosta Berling, with 17-year-old Greta Garbo, and the Swedish version of Intermezzo, starring Ingrid Bergman and Gosta Ekman. Present head of the company is Dr. Carl Anders Dymling.

PLAQUES for top films in the 1957 "Films For Safety" competition of the National Safety Council, held in Chicago, went to First Aid For Air Crew, made for the RCAF by the National Film Board, and Go To Blazes, a subject in the NFB's TV series.

THE UN film, Out, which tells the story of the Hungarian emigration, is being shown in Canada by the Department of Citizenship and Immigration, with the NFB doing the distribution. The Department bought 65 16 mm. prints of the film, which was scripted and narrated by John Hersey and directed and produced by Thorold Dickinson.

NEIL SNEYD, national sales manager for Times Theatre Advertising Limited, Toronto, Canadian member company of International Screen Advertising Services, may attend the fourth annual ad film festival of the latter organization, states David Coplan, managing director. The ISAS is working with the International Screen Publicity Association in organizing the 1957 Festival, which will be held at the Palais des Festivals, Cannes, September 21-26. Ernest Pearl, ISAS president, will represent the Canadian company if Sneyd can't make it.

ZENITH Radio Corporation of Chicago, states its annual report, has made further improvements and cost reduction in its Phonevision equipment. Zenith is hopeful, says Commander E. F. McDonald, Jr., president, that Phonevision, its subscription TV system, will get a widespread test this year. Sub TV is being considered by the USA's Federal Communication Commission and a decision is expected soon.

OPINION varied among Canadian TV critics about the quality of the recent Chrysler Festival, which emanates from the Uptown Theatre, Toronto. In Toronto The Telegram's Poulton said it wasn't good and The Star's Sinclair said it wasn't bad. In Montreal The Star's O'Hearn wondered why "an hour-long revue with a stunning cast" which had "a delightful emcee" in Elaine Grand and which was "a combination of lavishness and taste" should have been confined to Canada, since it was "better than most American network shows."

BOB HOPE will headline the next edition of Canadiana, as Jack Arthur calls the world's greatest theatrical presentation — the Canadian National Exhibition Grandstand Show, which is played every evening for almost three weeks in August-September before 22,000 people in Toronto. Arthur settled all uncertainties by talking to Hope and getting his personal assurance.

Cast In 'Calypso Heat Wave'

Merry Anders has been signed to star opposite Johnny Desmond, vocalist, in the Columbia musical, Calypso Heat Wave.

OUR BUSINESS

(Continued from Page 3)

because of low film rentals, low operating costs and big grosses. After all, neither production nor distribution did badly at that time!

Distributors must keep theatres open. With a little faith in each other, the film salesman and the exhibitor can always agree on the right terms for product, whether it be on percentage or a flat rental basis. Exhibitors for their part must realize more than ever that what counts most is "How much have I left after paying film rental?" Just like Income Taxes, "the higher the income the higher the taxes, but the more you take in, the more you keep."

Exhibitors must forget the past, when distrust of the distributor was the rule rather than the exception. Today and in future we *must* live together to stay in business.

In our business we have finally reached a stage of respectability; no more exhibition by putting up a couple of posters, an ad in the paper, then opening the doors and getting out of the way! Exhibitors, as well as distributors, have got to go to work each day. Film personnel, from the top executives down to the bookers, must be more interested than ever in the welfare of the pictures they handle and the theatres playing them. They must get together with the exhibitor after making the film deal and discuss plans for advertising, publicity and exploitation, so that each can of film gets the same kind of consideration and attention from exhibition-distribution as was given during production, when everybody concerned worked hard and long to make a *good* motion picture.

Finally, to exhibitors and distributors, for goodness sake, let's get together now. If we don't we may never have another chance!

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